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madison : 309 W Johnson St, Ste 202	608.442.5350
green bay : 124 N Broadway	920.336.9929
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Madison, Wisconsin 53703

Letter of Intent

306 Brearly Street Mixed-Use project
306 Brearly Street, Madison, WI 53703
Land Use – Traditional Shopping Street (TSS).
EUA Project Number: 724155-01

Project description

The proposed building at 306 South Brearly Street is a mixed-use project containing residential, commercial and parking uses. The residential use will provide 120 apartments with a mix of studio, 1-bedroom, and 2-bedroom units. The total bedroom count will be 132 bedrooms. The commercial space will be located on the Northeast corner of the building along South Brearly Street and open up to the bike path to the North of the site. It is anticipated that the commercial space will have up to 2 tenants. At the second floor, there is an outdoor space for building residents. Other resident amenities within the building will include a community room, fitness room, mail room, parcel room, coworking space, pet spa, bike maintenance space and residential storage.

The building will be a six-story structure with an additional level below grade. The lower level and first floor will be constructed using precast concrete and will primarily be for secured parking. There will be some common areas for the residence and commercial space on the first floor. The parking entry will be at the first floor directly off of Brearly Street. The top five levels will utilize a wood framed structure to enclose the residential units and some additional amenity spaces.

Project details are as follow:

- The project will be constructed as a single phase.
- The site has a single story existing building on it which will be demolished.
- The building materials are primarily masonry and fiber cement siding with fiberglass doors and windows.
- Vehicle and bicycle parking will be provided per zoning requirements.
- Mechanical equipment will be provided on the roof of the building but will be limited to small condensing units.
- The site will be designed to comply with storm water management, fire apparatus access and landscape requirements. Vegetative roof covering systems will be utilized in various areas of the building.
- Trash will be collected within the building and kept in carts that will be picked up by the Owner's trash management company on a scheduled basis.

Site and Building Summary	
Site Area of SIP Area	35,050 (0.80 acres)
Building – Footprint Area	28,226 sf
Gross Area	167,650 gsf
Commercial Space	1,500 sf (included in the gross area)
Existing Impervious Area	13,899 sf
Existing pervious area	21,151 sf
Existing Impervious Coverage	38.4%
Proposed Impervious Area	30,984 sf
Proposed pervious area	4,065 sf (not including vegetative roofing)
Proposed Impervious Coverage	88.4%
Unit Count	120
Density	149 units/acre
Building Height	74'
Setbacks	As shown on site plan
FAR	4.78

Parking Stalls SIP Project Area	
Parking Stalls	123 (3 EV stalls in this count)
ADA Stalls	3
Total Stalls	126

Bike Parking Stalls SIP Project Area				
Category	Number	Stalls/Category	Hanging Stalls	Standard Stalls
Units	120	Multi-family	30/25.0%	122/75.0%
Total Long Term Stalls for Residential Units (120 Required)				120
Total Short Term Stalls Provided (12 Required)				12
Total Stalls Provided (132 Required)				132

Design Team

- Parking/Housing Architect: Eppstein Uhen Architects
- Structural Engineers: Pierce Engineers
- Civil Engineering: Vierbicher Engineering
- Landscape design: Vierbicher Engineering

Anticipated Project Schedule

- April/May 2025 – May/June 2026: Construction of New mixed-use building and site updates.